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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application: Martha A. Dempsey Group Art Unit: 3611
Serial No.: 10/696,112 Examiner: Davis, Cassandra Hope
Filing Date: October 29, 2003 Docket No.: 13277-00005
Title: DISPLAY INSERT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING UNDER 37 C.F.R. 1.8

Dear Sir:

I hereby certify that these papers are being deposited with the United States Postal Service with sufficient postage as first class mail on the date below and in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

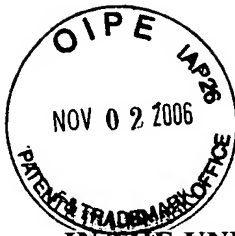
October 30, 2006
Date of Deposit

Jacqueline K. Boziak
(Typed or Printed Name)

Jacqueline K Boziak
Signature

Documents Enclosed:

1. Response to Non-Final Office Action Under 37 CFR 1.116 (8 pages)
2. Return Receipt Postcard



PATENT APPLICATION

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RESPONSE TO NON-FINAL OFFICE ACTION

Dear Sir:

Applicant acknowledges receipt of the non-final Office Action dated July 28, 2006, setting a shortened statutory period for response of 3 months (response due by Monday October 30, 2006, due to October 28, 2006, falling on a Saturday). As this Response is being filed under a Certificate of Mailing dated October 30, 2006, Applicant believes no additional fees appear due. However, if any additional fees are required regarding the filing of this Response, please charge such fees to our Deposit Account No. 13-0265.

Applicants respectfully request that the Examiner reconsider the standing rejections for claims 20 and 21 in light of the following amendments and comments.